



The Toyotas are coming! The Toyotas are coming!

Garage Cordia hosts Toyota Executives from around the Caribbean

In just over a month all the new models of Toyotas for 2006 will be arriving in Aruba, and three of them been completely remodeled. The year 2006 will also see the island introduced to the *Fortuner*, a completely new model of SUV from Toyota.

Hans Schnog, owner of Garage Cordia, the agent for Toyota, welcomed executives from dealerships around the Caribbean for a weekend of testing two of the new models, the redesigned Yaris, the most purchased model of car on the island, and the Rav 4. Fifteen top sales people and managers from Curacao, Bonaire, St. Martin, The Bahamas, Ecuador and Belize came to confer with Masakazu Ohira of Miami, the Manager for the Caribbean of Toyota Tsusho America.

Hans showed them some Aruban hospitality with an executive dinner at the Amazonia Restaurant on Friday evening, a thoroughly enjoyable experience for everyone. It was a great way to discuss business matters and work out marketing strategies for the Caribbean region.

On Saturday afternoon, the real fun began, as all the executives and personnel of Garage Cordia gathered at Arashi to test the new models that have arrived on the island. He arranged to pit his Rav 4 against four other makes, a Honda, Suzuki, Hyundai and Mitsubishi of varying models from SUV to sedans. The course was laid out; up to the California Lighthouse, switch drivers. and back, with the SUV's sent to do a circuit over the more rugged terrain at the base of the lighthouse. Harry Boden gave all drivers a stern warning, "Have fun, test the cars, but remember, we *do* want to sell these cars eventually, so keep that in mind!"

Forty-five drivers in nine cars meant many trips back and forth so each would have a chance to drive and experience the variations in handling, interior comfort, acceleration and a long list of other qualities that most car buyers don't consider, but should. It was a long afternoon, but all drivers, car enthusiasts to the core, will admit, great fun.

At the end of the day, the drivers filled out forms and discussed their findings. Prospective car buyers will be happy to know that when they go to Garage Cordia while considering a new car, all the sales personnel can give them their first hand experience in comparing the new Toyotas to other makes of car. When asked which models came out on top, Hans Schnog answered, "What do you think?"